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## Marketing: Real People, Real Choices with MyMarketingLab, Global Edition (Mixed media product)

By Michael R. Solomon, Greg W. Marshall, Elnora W. Stuart

Pearson Education Limited, United Kingdom, 2015. Mixed media product. Condition: New. 8th edition. Language: N/A. Brand New Book. This package contains Solomon, Marketing: Real People, Real Choices 8e and access to MyMarketingLab. Important information for students: You need both an access code and a course ID to access MyMarketingLab. Ask your lecturer before purchasing a MyLab product as you will need a course ID from them before you can gain access to the system. Real People, Real Choices Marketing: Real People, Real Choices is the only text to introduce marketing from the perspective of real people who make real marketing decisions at leading companies everyday. Timely, relevant, and dynamic, this reader-friendly text shows students how marketing concepts are implemented, and what they really mean in the marketplace. This package includes MyMarketingLab, an online homework, tutorial, and assessment program designed to work with this text to personalize learning and improve results. With a wide range of interactive, engaging, and assignable activities, students are encouraged to actively learn and retain tough course concepts. MyMarketingLab should only be purchased when required by an instructor. Please be sure you have the correct ISBN and Course ID. Instructors, contact your Pearson representative for more information. Fully integrated with...



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